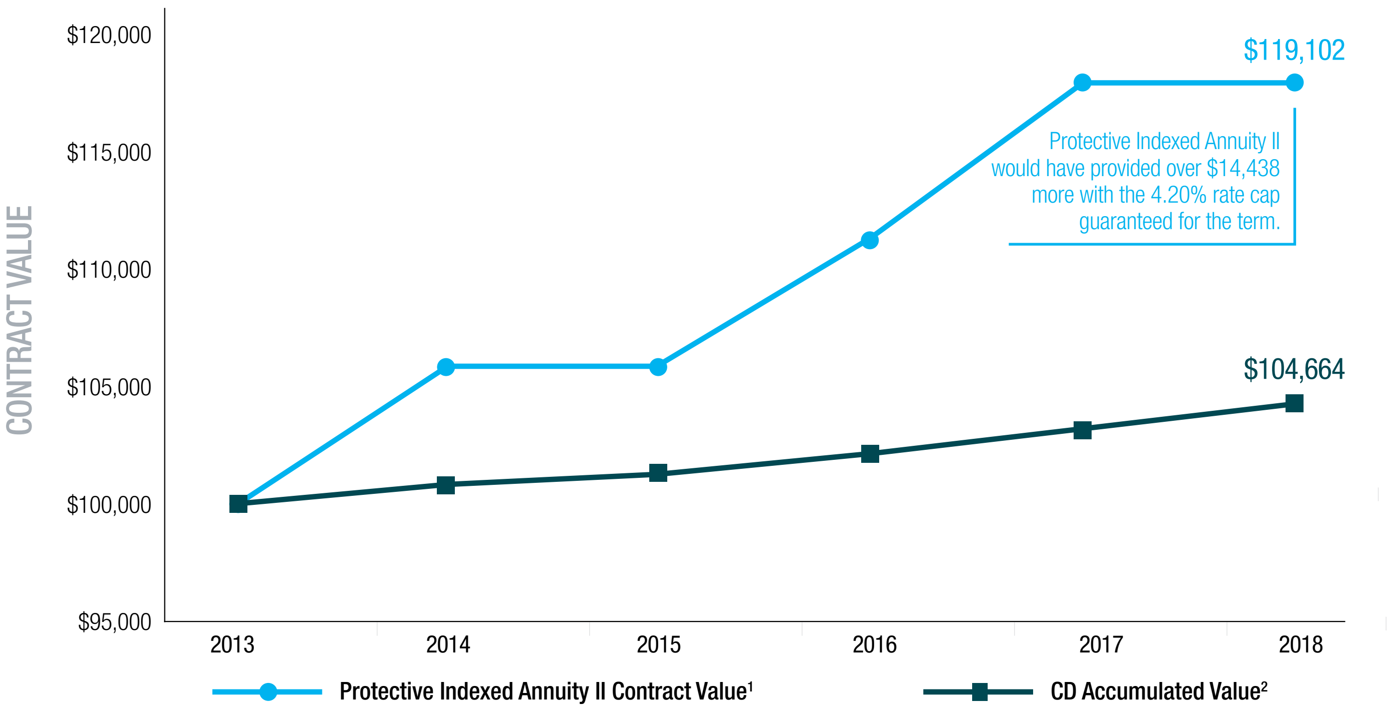
Greater Growth Potential with a Long-Term Rate Cap

Certificates of Deposit (CDs) can offer safe and attractive short-term growth rates. But will a lower renewal rate leave you frustrated and back on the hunt for a better rate? Protective® Indexed Annuity II offers a crediting strategy that can guarantee an interest rate cap for the withdrawal charge period, so you can have confidence in a longer-term growth plan without the worry of changing renewal rates. See how it can even offer more growth potential over the long term.

COMPARING PROTECTIVE INDEXED ANNUITY II AND CD GROWTH



This graphic is illustrative only, does not reflect the effects of taxes and is not intended to forecast, imply, or guarantee the future performance of any investment.

[1] Hypothetical example of a 5-year Protective Indexed Annuity II contract with 100% allocated to the Annual Rate Cap for Term Strategy, subject to a 4.20% rate cap. Example based on actual historical performance of the S&P 500® Index from July 3, 2013 to July 3, 2018.*

[2] Hypothetical example of a 5-year CD. Example based on a 0.84% annual rate of return, which was the average 5-year CD yield as of July 2012, according to data compiled by the Federal Reserve Economic Data (FRED) database from the Federal Reserve Bank of St. Louis.

* Amounts allocated to the Rate Cap for Term strategy earn interest in arrears based, in part, on the performance of the S&P 500 Index (without dividends). This strategy credits interest when index performance is positive – up to a maximum of the interest rate cap in effect for the surrender charge period. When index performance is flat or negative, no interest is credited for that year. The effective rate cap is guaranteed to remain the same for the withdrawal charge period selected, and is subject to change annually thereafter.

Protective® Life Insurance Company
Protect Tomorrow. Embrace Today.™

Additional information on next page.

WHAT'S THE DIFFERENCE BETWEEN PROTECTIVE INDEXED ANNUITY II AND A CD?

FEATURE	PROTECTIVE INDEXED ANNUITY II	CD
Earnings grow tax deferred	Y	N
Access to your money through penalty-free withdrawals	Y	N
Fast transfer of death benefit to beneficiaries	Y	N
Guaranteed income for life, should you need it	Y	N
FDIC protection against bank failure	N	Y

Talk to your financial professional today to learn how the Rate Cap for Term strategy can provide greater growth potential with a consistent, guaranteed rate cap.

Certificates of deposit (CDs) and fixed indexed annuities such as Protective Indexed Annuity II have some similarities such as fixed maturities and some level of principal protection. Nevertheless, CDs and annuities are investment vehicles with different liquidity, income guarantees, sensitivity to changes in interest rates, and fees and charges applicable to the Protective Indexed Annuity II. CDs are generally issued by banks, and in most cases, are insured by the Federal Deposit Insurance Corporation (FDIC) for up to $250,000 per depositor. Should the bank fail, the FDIC guarantees CDs up to this amount. Annuities, however, are backed only by the credit quality of the issuer and are not insured by the U.S. government. You should consider these differences before purchasing an annuity. Also, CD earnings are taxable in the year they are realized, while taxes on annuity earnings are deferred until withdrawn.

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All non-guaranteed components of the indexing formula may change and could be different in the future. Indexed interest could be less than that earned in a traditional fixed annuity, and could be zero. For product details, benefits, limitations and exclusions, please consult the contract, product guide, and disclosure statement. These documents describe the terms and conditions that control the insurance company's contractual obligations. All payments and guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

Annuities are long-term insurance contracts intended for retirement planning.

The tax treatment of annuities is subject to change. Neither Protective Life Insurance Company nor it representatives offer legal or tax advice. Withdrawals of earnings from an annuity will be subject to income tax and may be subject to a 10% IRS penalty tax if taken before age 59½. Changes in tax rates and tax treatment of earnings may impact results. Tax deferral offers no additional value if an annuity is used to fund a qualified plan, such as an IRA.

Protective is a registered trademark of Protective Life Insurance Company. Protective Indexed Annuity II is a limited flexible premium deferred indexed annuity contract with a limited market value adjustment, issued under policy form series FIA-P-2010 and FIA-P-2011. Protective Indexed Annuity II is issued by Protective Life Insurance Company located in Birmingham, AL. Policy form numbers, product availability, and features may vary by state.

Protective Indexed Annuity II is not an investment in any index, is not a security or stock market investment, does not participate in any stock or equity investment, and does not contain dividends.

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No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured	May Lose Value

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